



*Hollister, California*



*Livermore, California*



*Vista, California*



*San Luis Obispo, California*



*Ocean Beach, California*



*Martinez, California*



*People aren't just*

*talking*

*about improving their  
downtown*

*and neighborhood commercial  
districts*

...

*They're*

*revitalizing*

*these areas*

*with the help of  
the*

*California Main Street  
Alliance*



## What is the California Main Street Alliance?

The California Main Street Alliance (CAMSA), a 501 c (3) non-profit organization, keeps the National Main Street Program active in California by providing technical assistance, communication, and training programs for California Main Street communities and downtown associations.

Organized in 2002, CAMSA contracts with the California Main Street Program (established in 1985 and currently housed in the State of California Office of Historic Preservation) and the National Main Street Center to provide its members with valuable resource information for revitalization, including one-on-one technical assistance by phone or email. CAMSA also conducts on-site trainings, workshops, conferences, and other fee for service programs.

CAMSA Membership is open to any person, business, organization, city or county that is interested in the revitalization of downtowns and commercial districts in California.

## Membership Benefits

- Member-only updates including grant opportunities
- Reduced fees for conferences and trainings
- One-on-one technical assistance via phone and emails (up to 10 hours annually) including best practices, board development, by-law clarification and review, 501c3 short form applications, and organizational issues.
- Members-only list serve
- Document library including job descriptions, sample by-laws, ordinance examples, and more!
- Membership listings on [camainstreet.org](http://camainstreet.org) and [www.ohp.parks.ca.gov](http://www.ohp.parks.ca.gov)
- Quarterly e-newsletter

## Introducing the Refreshed Main Street Approach<sup>®</sup> to Revitalization

As the community development field has changed greatly in the last 35 years, the National Main Street Center has refreshed the Main Street Approach<sup>®</sup> to ensure the continued success of the Main Street model.

New trends have built off principles that we understand: revitalization must be inclusive and representative of the community, including its distinctive characteristics and must foster a strong local business environment. Main Street is at the forefront of conversations about transportation, land use, sustainability, sense of place, housing, equity, and more.

Through California Main Street's partnership with the National Main Street Center, we are committed to expanding the impact of the Main Street Program by providing a new generation of research and resources to existing Main Street programs and extending our reach to other commercial districts that are not yet part of the Main Street Network.

### Key Benefits of Refreshed Approach

- Puts focus on economic impact
- Stresses broad community engagement
- Focus on tangible outcomes that help communicate impact
- Greater organizational flexibility, allowing Main Streets to choose how to organize themselves based on local needs



The new Main Street Approach consists of three tightly integrated components: community vision and market understanding (the inputs), transformation strategy (implemented using the Four Points), and impact and measurement (the outcomes)



### Community Visioning And Market Understanding

– Creating a vision for success rooted in a solid understanding of the market realities of the district, and informed by broad community engagement. This community-driven process brings diverse stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process. It provides a foundation for

outlining the community's own identity, expectations, and ideals while confirming real and perceived perceptions, needs and opportunities.

**Transformation Strategies** – Communities work together to identify key strategies that will provide a clear sense of priorities and direction for the revitalization efforts. These strategies are implemented through the Four Point framework. Typically communities will find two to three strategies are needed to help reach a community vision.

**Impact And Measurement** – To succeed, Main Streets must show visible results that can only come from completing projects – shorter and longer-term activities that add up to meaningful change, including new jobs, new businesses, buildings redeveloped, and numerous other metrics of success.

**Ready to Become a Member? Join CAMSA today and gain access to all of the tools you need to help improve your own downtown. Meet fellow professionals and learn how they're making it happen now. Success is just the down the street - Main Street that is!**



# Membership Application Join Today!

## Applicant Information

Name:		Title:	
Organization:			
Address:			
City:	State:	Zip:	
Phone:	Fax:		
Email:	Website:		

## Please Complete For Cities, Downtown Organizations or Commercial Districts

Name of City Manager:
Please provide a mission statement / short blurb of your organization to be featured on our membership page
Briefly describe the major challenges in your downtown/commercial district

## Please Complete For Individual, Firms or Consultants

Briefly describe your interest or expertise in downtown or commercial district revitalization

Membership in California Main Street Alliance is open to any person, business, organization or public entity that is interested in the revitalization of downtowns and commercial districts in California. Each Member shall have one vote and is eligible to serve on the California Main Street Alliance board of directors. **Annual Membership Dues are \$250.**

Completed applications with dues should be mailed to:

California Main Street Alliance  
c/o Jayda Ramirez  
4725 First Street, Suite 200  
Pleasanton, CA 94566